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Wokamon - Monster Walk Quest

*A fitness gamified app to excites and motivates people about excising,
now available for both iOS and Android devices*

SHANGHAI - June 26, 2015 - Available now, Wokamon, a fun fitness adventure and clicker simulation app offers a fun way to keep users excited and motivated about walking. Wokamon turns walking energy into resources to feed, grow and collect monsters. Play Wokamon directly with smart phones, Apple Watch or connect with Apple Health, Google Fit, Fitbit, UP by Jawbone, Moves and MI Band. The more you walk or run, the more monsters you can collect and grow.

Wokamon is proven to be effective in helping players forming healthy habits: they will want to walk more all day and every day. More than 4,000 players participated a two-month research to measure their activity output before and after using Wokamon. More than 60 per cent of players doubled their workout sessions after just two weeks of playing the game; more than 40 per cent of players went from inactive (walk less than 5,000 steps per day) to active (walk more than 7,500 steps per day); and the percentage of players who walked more than 10,000 steps per day has increased from eight per cent to 39 per cent.

The Wokamon app is designed and developed by Noodum, a mobile fitness game company founded in 2014. "We came up with Wokamon after using various fitness trackers and apps and being presented the same fitness data in a very boring, technical fashion." says Mars Zhu, co-founder of Noodum. "Fitness games on the other hand, turn these data into frequent virtual rewards and hence more successful in helping people forming healthy habits. To put it simply: Wokamon is a fun, casual way to monitor your fitness and stay motivated as you progress through the game."

Wokamon is free to download with in-app purchase, in several languages, on the Apple App Store - bit.ly/wokamonapp and Google Play - bit.ly/wokamonandroid. New game contents with an engaging social play is coming up in the next version.

Please visit www.wokamon.com for more information, including videos and screenshots of the app.

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Images and logos are available to download at wokamon.com/press